

15. (Amended) A digital watermarking method comprising:
embedding a digital watermark in a media signal, the digital watermark being designed to be lost or to predictably degrade upon predetermined signal processing;
rendering the embedded media signal;
detecting the digital watermark from the rendered embedded media signal;
generating a metric based on the detected digital watermark; and
embedding the metric in the embedded media signal.

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*Please add new claims 17-27 as follows:

17. (New) The method of claim 15 wherein the metric is embedded in the embedded media signal so as to be part of the digital watermark.

18. (New) The method of claim 15 wherein the metric is embedded in the embedded media signal as a second digital watermark.

19. (New) A digital watermarking method comprising the steps of:
embedding a digital watermark in a media signal;
analyzing the digital watermark embedded in the media signal to determine a baseline state for the digital watermark;
embedding first information in the media signal, the first information corresponding to the baseline state of the digital watermark; and
embedding second information in the media signal, the second information corresponding to a rendering channel through which the media signal will be rendered.

20. (New) The method of claim 19, wherein the second information comprises color-space information.

21. (New) The method of claim 19, wherein the second information comprises printer-specific information.

22. (New) The method of claim 19, wherein the second information comprises at least rendering device information.

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23. (New) The method of claim 19, wherein prior to said analyzing step, said method further comprises rendering the embedded media signal, and said analyzing step comprises analyzing the rendered media signal to determine a baseline state for the digital watermark embedded therein.

24. (New) The method of claim 19 wherein the first information comprises the second information.

25. (New) A digital watermarking method comprising the steps of:
embedding a digital watermark in a media signal, the digital watermark being designed to be lost or to degrade upon at least one form of signal processing;
determining a metric for the embedded digital watermark, the metric comprising a benchmark for the embedded digital watermark;
embedding the metric in the media signal; and
embedding data in the media signal, the data indicating how the metric was determined.

26. (New) The method of claim 25 further comprising the step of encrypting the data prior to embedding the data in the media signal.

27. (New) The method of claim 25 wherein the embedded data indicates a predetermined metric protocol.